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Author David Cravens is well known in the marketing discipline and was the recipient of the Academy of Marketing Science's Outstanding Marketing Educator Award. Co-author Nigel Piercy, has a particular research interest in market-led strategic change and sales management, for which he has attracted academic and practitioner acclaim in the UK and USA.

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David W. Cravens is Emeritus Professor of Marketing in the Neeley School of Business at Texas Christian University. He previously held the Eunice and James L. West Chair of American Enterprise Studies and was Professor of Marketing.

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